Social Media, Advertising, Communication and Promotion

A Williamson County Example Covering 25 Years

Nancy Zion, Solid Waste Director
Williamson County

Overview

Household Hazardous Waste Collection Day

- **Why HHW Day as an example?**

- **History – Then and Now**

- **Summary of Communication Tools**

- **Cost/Benefits**

Why Use HHW Day as an Example?

- 25 Year Old Program
- Use All Types of Media
- Positive Results

History: Then and Now

- Program began ~ 1991

- Had Two Events per Year

- Advertising:
  - Flyer in Electric Bill
  - Posters at Paint Stores
  - Postcard Reminders
  - Local Radio
  - Press Release

Signs

Convenience Centers　　**Administrative Complex**

History: Then and Now-Transition

- Switched to Email Reminders
- Involved Keep Williamson Beautiful
- County Employee Newsletter
- One Event per Year

History: Then and Now

- Post to Websites
- WC-TV
- Added Social Media

History: Then and Now

- Promote at Other Events

History: Then and Now

- Survey-add to email list
- Utilize Constant Contact Service

History: Then and Now

- Captive Audience

Summary of Communication Tools

- Postcard Reminders
- Newspaper Ads
- Radio
- Social Media
- Websites
- Email
- Newsletter
- Signs
- Electric Bill Reminder

- Posters at Paint Stores
- Handouts at Event
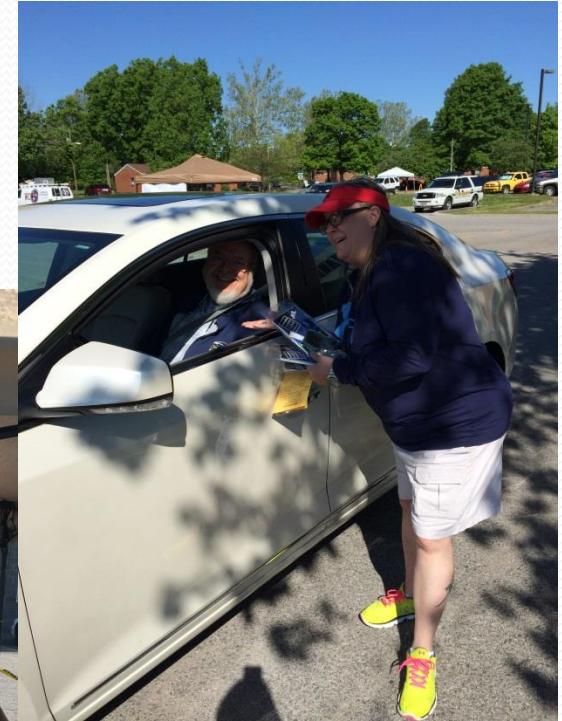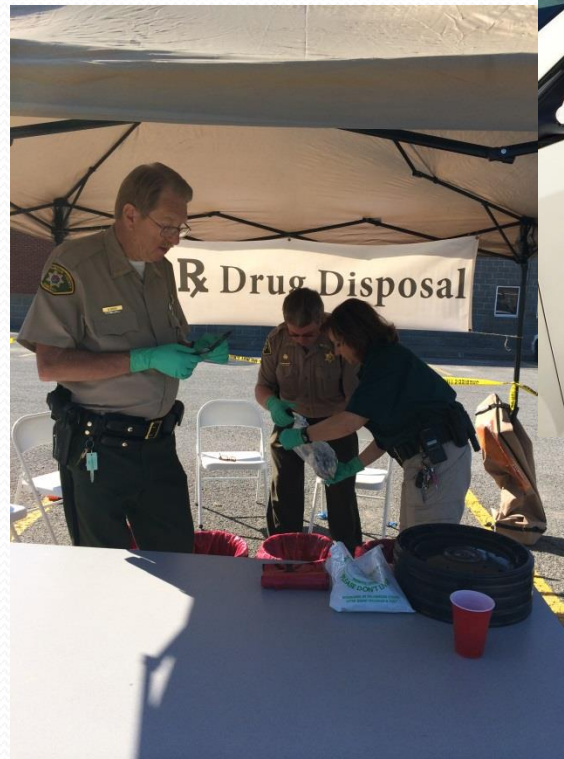- Press Release
- Promote at Events

Other Communication Tools

- Consistency – Same Day, Same Time, Same Location
- Professionalism
- Customer Service – Make it a Pleasant Experience
- Take Care of Volunteers and Partners

Partnerships as a Tool

- Newspaper
- Local Radio
- Local TV
- Other Departments
- TDEC
- Other Government Organizations
- Local Businesses

Cost: Something for Every Budget

	Benefit	Cost
Newspaper Ads	Wide Audience	Expensive
Printed Material	Effective	Costly, Generates Waste
Radio	Small but Effective Audience	Free
Social Media	Growing Audience	Free
Constant Contact	Easy, Specific Audience, Multiple Uses	Moderate Cost
Signs	Easy, Specific Audience	Minimal Cost
Website	Easily Accessible	Free
Promotion at Events	Easy, Audiences Vary	Minimal Cost

Closing

- Decide What Works Best For You
- Strive for "Big Bang – Little Buck"
- Plug and Play – Keep it Simple